RECEIVED CENTRAL FAX CENTER

JUN 0 3 2009

MARTIN & FERRARO, LLP

ATTORNEYS AT LAW

17383 SUNSET BLVD, SUITE 315 LOS ANGELES, CALIFORNIA 90272

Telephone (310) 286-9800 Facsimile (310) 286-2795

FACSIMILE TRANSMITTAL

TO:

FROM:

Name: Mail Stop AMENDMENT

Name:

Amedeo F. Ferraro, Esq.

Group Art Unit 2623
Examiner John R. Schnurr

Firm: U.S. Patent & Trademark Office

Phone No.: 310-286-9800

Fax No.: 571-273-8300

No. of Pages (including this): 3

Subject: U.S. Patent Application No. 09/944,348

Date:

June 3, 2009

Thomas P. Ivanyi Filed: August 31, 2001

SYSTEM AND METHOD FOR MEASURING AND

STORING INFORMATION PERTAINING TO TELEVISION VIEWER OR USER BEHAVIOR

Attorney Docket No. 132.0005-00000

Customer No. 22882 Confirmation No.: 9772 Confirmation Copy to Follow: NO

Message:

CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8

I hereby certify that the attached Power of Attorney and Statement Under 37 CFR 3.73(b) are being facsimile transmitted to the U.S. Patent and Trademark Office on June 3, 2009.

Sandra L. Blackmon

If there is a problem with this transmission please call the sender at the number above.

The information contained in this facsimile message is privileged and confidential information intended only for the use of the addressee listed above. If you are not the intended recipient or the employee or agent responsible to deliver this message to the intended recipient, please do not use this transmission in any way, but contact the sender by telephone.